1. A pneumatic tire pressure sensor unit, comprising: a sensor body comprising:

a housing having a mounting surface, said housing having a cavity formed therein; and

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a nipple sealingly connected to said housing at said mounting surface, said nipple being oriented in upstanding perpendicular relation to said mounting surface, said nipple having a passage passing therethrough which communicates with said cavity; and a tire pressure sensor located within said cavity;

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wherein said cavity is sealed by said housing and said nipple such that said passage provides exclusive communication between said cavity and air pressure external to said sensor body.

- 2. The sensor unit of Claim 1, wherein said nipple comprises: an annular flange at a distal end of said nipple; and a reduced cross-section portion located between said annular flange and said mounting surface.
- 3. The sensor unit of Claim 2, wherein said annular flange comprises a convex surface adjoining an annular flat, wherein said reduced cross-section portion adjoins said annular flat.
- 4. The sensor unit of Claim 1, wherein said mounting surface has a convex contour.

5. The sensor unit of Claim 1, wherein said tire pressure sensor comprises:

an electronic circuit;

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a wireless transmitter connected to said electronic circuit; a tire air pressure sensing element connected to said circuit; and a power source electrically powering said circuit, transmitter and sensing element.

- 6. The sensor unit of Claim 5, wherein said nipple comprises: an annular flange at a distal end of said nipple; and a reduced cross-section portion located between said annular flange and said mounting surface.
- 7. The sensor unit of Claim 6, wherein said mounting surface has a convex contour.
- 8. The sensor unit of Claim 7, wherein said annular flange comprises a convex surface adjoining an annular flat, wherein said reduced cross-section portion adjoins said annular flat.
- 9. A wheel and pneumatic tire pressure sensor unit therefor, comprising:

a wheel having a wheel rim, said wheel rim having a hub-side and an opposite tire-side, a port hole being formed in said wheel rim;

a sensor body comprising:

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wheel rim.

comprises:

a housing having a mounting surface, said housing having a cavity formed therein; and

a nipple sealingly connected to said housing at said mounting surface, said nipple being oriented in upstanding perpendicular relation to said mounting surface, said nipple having a passage passing therethrough which communicates with said cavity;

wherein said cavity is sealed by said housing and said nipple such that said passage provides exclusive communication between said cavity and air pressure at said tire-side of said wheel rim; and

a tire pressure sensor located within said cavity;
wherein said nipple projects through said port hole, and wherein said housing and said tire pressure sensor are located at said hub-side of said

10. The wheel and sensor unit of Claim 9, wherein said nipple

an annular flange at a distal end of said nipple; and a reduced cross-section portion located between said annular flange and said mounting surface;

wherein said annular flange overlies said tire-side of said wheel rim in circumscribing relation to said port hole.

11. The wheel and sensor unit of Claim 10, wherein said annular flange comprises a convex surface adjoining an annular flat, wherein said reduced cross-section portion adjoins said annular flat, and wherein said annular flat sealingly overlies said tire-side of said wheel rim.

- 12. The wheel and sensor unit of Claim 11, further comprising an adhesive adhering said mounting surface to said hub-side of said wheel rim in circumscribing relation to said port hole.
- 13. The wheel and sensor unit of Claim 12, wherein said tire pressure sensor comprises:

an electronic circuit;

a wireless transmitter connected to said electronic circuit;

a tire air pressure sensing element connected to said circuit; and

a power source electrically powering said circuit, transmitter and

sensing element.

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14. A method for installing a pneumatic tire air pressure sensor unit to a pneumatic tire wheel, comprising the steps of:

assembling a tire pressure sensor as a sub-assembly;

molding over the sub-assembly a sensor body, wherein the sub-assembly is located in a cavity of a housing of the sensor body, and wherein a nipple projects from the housing;

fabricating a pneumatic tire wheel, wherein a port hole is provided in a wheel rim thereof; and

securing the housing to a hub-side of the wheel rim, wherein the nipple sealingly passes through the port hole to a tire-side of the wheel rim.

15. The method of Claim 14, further comprising: mounting a tire onto a tire-side of the wheel rim; and

after said step of securing, inflating the tire to a predetermined air pressure, wherein the air pressure is communicated to the cavity through the nipple.

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16. The method of Claim 15, wherein said step of securing comprises adhesively securing the housing to the hub-side of the wheel rim.